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For Immediate Release

SafetyCare To Unveil Emergency Response Center To Offer Enhanced Safety and Security Services

Company Converts Former Pretzel Factory into State-of-the-Art Facility

MUHLENBERG, P.A. – September 19, 2007 – In the early 20th century, 2503 Kutztown Road was known throughout the greater Reading area for the aroma of baking pretzels. Tomorrow, the former pretzel factory will officially step into the 21st century, as SafetyCare opens its national emergency response center within the sturdy brick walls.

Local and state elected officials, as well as other dignitaries, will attend a ribbon-cutting ceremony and tour **tomorrow** – Thursday, Sept. 20, 2007 at 11 a.m. – at the SafetyCare Response Center, 2503 Kutztown Road. Attendees will learn the story of SafetyCare, and why the company owners spent \$2 million to renovate the old factory, rather than invest outside of the greater Reading area.

“SafetyCare is a company that is showcasing the latest in safety and security monitoring on a national scope,” explained Michael Bodnar, general manager of SafetyCare. “While the company could have easily opened our national headquarters anywhere – at a much-reduced cost – this company has a special connection to the greater Reading area. This old pretzel factory is a special place. We’ve taken a piece of Reading’s history and retro-fitted it to accommodate Reading’s future. This is an important moment for this company and this community.”

For more information about SafetyCare, please log on to www.SafetyCare.net

What: SafetyCare unveils its national emergency response center at the site of a former pretzel factory. The event will feature tours and demonstrations of the new facility and will detail the extensive renovations required.

When: Thursday, September 20, 2007. 11 a.m.

Where: The SafetyCare Response Center, 2503 Kutztown Road in Muhlenberg.

*** Photographers Invited.*

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